

# Measure, evaluate & predict campaign effectiveness with interactive Campaign Optimiser





In a multiplatform world you need to know what different media are contributing to your campaign and how they work together. Our improved Campaign Optimiser is now interactive; enabling you to effectively measure campaign effectiveness to maximise future ROI

Consumers are bombarded with brand messages from every form of media available; impacting on the way they consume advertising and marcomms, and making measuring the effectiveness of multi-platform campaigns increasingly complex for brand owners.

Advertisers and brands need to be able to account for every penny of their budget and spend it wisely to maximum effect. So how do you measure performance?



CHANNEL IMPACT  
ON AWARENESS

Campaign Optimiser tells you what impact each media channel used in a multichannel campaign has made on overall campaign awareness, and on uplifts for key brand metrics.



ADJUSTABLE  
PLATFORM SPEND

New functionality means you can now input spend per platform to see which platforms over or under index comparative to spend, and also adjust spend (£ or %) per platform to see how things would have turned out differently with a different media laydown.



PREDICT FUTURE  
MEDIA STRATEGIES

Campaign Optimiser measures not only how a campaign has performed, but can also use learnings from a past campaign to predict best multi-media strategies moving forward.



## Campaign Optimiser in a nutshell

- Measures overall impact of your campaign
- Strips out the effects of each platform used
- Show which platforms are over or under performing
- Enables you to adjust spend across all media platforms to predict best future strategies



SPA  
Future  
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innovation intelligence inspiration

SPA Future Thinking are experts in sponsorship, brand partnership and multiplatform campaign evaluation.

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Interactive Campaign Optimiser